

Notice of References Cited	Application/Control No. 09/816,434	Applicant(s)/Patent Under Reexamination HOFFMAN ET AL.	
	Examiner Elaine Gort	Art Unit 3627	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Philip Kotler and Gary Armstrong; Principles of Marketing Eighth Edition; Chapter 15; Advertising, Sales Promotion and Public Relations; cas.uah.edu/berkowsd/webpage/MKT600/KOTCHA15.PPT; pages 1-19.
	V	
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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